



MINUTES

Meeting of the Scotts Valley Economic Development Committee

Date: August 25, 2023

Time: 11:00 AM

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Hall Conference Room 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted on 8-22-2023 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

CALL TO ORDER 11:00 AM

The meeting was called to order at 11:04 AM.

ROLL CALL

ELECTED OFFICIALS PRESENT: Jack Dilles, Mayor ABSENT: Allan Timms, Council Member	CITY STAFF MEMBERS PRESENT: Mali LaGoe, City Manager Cathie Simonovich, City Clerk
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PUBLIC COMMENT

Barbara Furgeson mentioned the success of this years Art, Wine, and Beer Festival.

ALTERATIONS TO REGULAR AGENDA

Regular Agenda Item #1 will be moved to the September 22, 2023 meeting of the Economic Development Committee.

REGULAR AGENDA

1. Approve meeting minutes of 6-30-2023

Moved to September 22, 2023 meeting.

2. Community video project update (CGI)

City Manager LaGoe met with CGI to discuss the status of the video project. The next steps will be to review the scripts for the four City Videos and involve the local videographer in this review.

3. Business update

The committee discussed next steps for the business outreach process.

4. Scotts Valley's brand

Barbara Furgeson gave a PowerPoint presentation on the branding process. The committee discussed this process, provided feedback, and identified next steps.

5. Future agenda items

None.

Next steps for the committee members will be to move forward with the business outreach, and to move the video project forward.

ADJOURNMENT

The meeting adjourned at 12:25 PM.